

WHAT IS CLAIMED IS:

1. A method for automatically forwarding a request, comprising:
receiving a request from an a client enabled to communicate using an Internet
communications protocol, the request comprising at least a first portion;
5 transforming the request if the request is associated with a desired URL
address that comprises the at least a first portion and another portion; and
automatically forwarding the request to the desired URL address.

2. The method of claim 1, wherein
the request comprises a mask; and
10 transforming the request comprises replacing the mask with a substitutable
portion in the request.

3. The method of claim 1, wherein
the request comprises an implied mask; and
transforming the request comprises inserting the implied mask into the
15 request.

4. The method of claim 1, wherein the client is a browser.

5. The method of claim 1, wherein the request specifies an HTML-
enabled web page.

6. The method of claim 1, further comprising determining whether a
20 mask exists for the URL address by searching a database.

7. The method of claim 1, wherein the Internet communications protocol
comprises HTTP.

8. A system for automatically forwarding a request, comprising:
a server in a network, the server operable to receive a request over the network
25 from a client enabled to communicate using an Internet communications protocol, the
request comprising at least a first portion;
an automatic forwarding application resident on the server and operable to
transform the request if the request is associated with a desired URL
address that comprises the at least a first portion and another portion; and

automatically forward the request to the desired URL address.

9. The system of claim 8, wherein:

the request comprises a mask; and

the application is further operable to transform the request by replacing the mask with a substitutable portion in the request.

10. The system of claim 8, wherein the client is a wireless device.

11. The system of claim 8, wherein the application comprises one of a plurality of receivers in the server, the receivers each operable to receive and transfer requests using a unique protocol.

12. The system of claim 8, wherein the application comprises at least one class implemented by employing the language distributed under the name JAVA.

13. The system of claim 8, wherein:

the request comprises an implied mask; and

the application is further operable to transform the request by inserting the implied mask into the request.

14. The system of claim 8, the request specifies an HTML-enabled web page.

15. The system of claim 8, wherein the Internet communications protocol comprises HTTP.

16. An automatic request forwarding application, comprising:

a computer-readable storage medium;

application software resident on the computer-readable storage medium and operable to

receive a request from a client enabled to communicate using an Internet communications protocol, the request comprising at least a first portion;

transform the request if the request is associated with a desired URL address that comprises the at least a first portion and another portion; and

automatically forward the request to the desired URL address.

17. The application of claim 16, wherein the application software comprises one of a plurality of receivers in the server, the receivers each operable to receive and transfer requests using a unique protocol.

5 18. The application of claim 16, wherein the application software comprises at least one class implemented by employing the language distributed under the name JAVA.

19. The application of claim 16, wherein the client is a wireless device.

10 20. The application of claim 16, wherein:
the request comprises a mask; and
the application is further operable to transform the request by replacing the mask with a substitutable portion in the request.

15 21. The application of claim 16, wherein:
the request comprises an implied mask; and
the application is further operable to transform the request by inserting the implied mask into the request.

22. The application of claim 16, wherein the request specifies an HTML-enabled web page.

23. The application of claim 16, wherein the Internet communications protocol comprises HTTP.